

## DAFTAR PUSTAKA

- Champion, J. Dean, *Basic Statistic for social Research*, 2<sup>nd</sup> ed., MacMilan Publishing Co., New York, 1981.
- Engel, F. James, Roger D. Blackwell, and Paul W. Miniard, *Perilaku Konsumen*, jilid 1, Prenhallindo, 1994.
- Fandy Tjiptono, *Prinsip-prinsip Total Quality Services*, Edisi Pertama, Andy Offset, Yogyakarta, 2001.
- Fandy Tjiptono, *Manajemen jasa*, Edisi Pertama, Andy Offset, Yogyakarta, 2004.
- Kotler, Philip And Garry Armstrong, *Prinsip-prinsip Pemasaran*, Jilid 1, Erlangga, Jakarta, 2001.
- Kotler, Philip, *Marketing Manajement: Analysis, Planning, Implementation, And Control*, 9<sup>th</sup> ed. And 10<sup>th</sup> ed., Pentise Hall Inc., New Jersey, 1997, 2000.
- Kotler, Philip, *Marketing Management*, 11th Editon, Prentice Hall International, Inc., New Jersey, 2003.
- Kotler, Philip, *Manajemen Pemasaran*, edisi kesebelas, jilid 2, Prenhallindo, Jakarta, 2006.
- Saladin, Djasmin, *Manajemen Pemasaran "Analisis, Perencanaan, Pelaksanaan, dan Pengendalian"*, Linda Karya, Bandung, 2004.
- Santoso, S, "*Mengatasi Berbagai Masalah Statistik Dengan SPSS Versi 11,5*", Cetakan Kedua, Elex Media Komputindo, Jakarta, 2004.
- Stanton, William J. and Charles Futrell, *Fundamentals of Marketing*, 8th Edition, McGraw-Hill Companies, Inc., Kogakusha, 1989.
- Yazid, *Pemasaran Jasa: Konsep dan Implementasi*, Edisi Kedua, Ekosinia, Yogyakarta, 2001.
- Zeithaml, V.A. dan Marry Jo Bitner, *Service Marketing Integrating Customer Focus Across The Firm*, edisi 2, Irwin Mc.Graw Hill, New York, 2000.